

Workplace allyship drives reported 90% productivity boost

- Global study reveals link between allyship and business results
- 75% of employees believe visible senior leadership allyship is crucial for inclusion, yet only 60% see their leaders actively demonstrating it
- LGBT Great's new Executive Allyship Framework launched to close performance divide

A new global study, *For All: The Power of Allyship and Belonging*, has revealed that allyship in the workplace delivers measurable business impact, with nine out of ten employees reporting improved motivation, productivity, performance, and team collaboration when strong allyship cultures exist.

The research¹ by [LGBT Great](#) found that 92% of respondents experienced improvements contributing to better business outcomes, with half (50%) reporting *significant* improvements.

However, the study exposes a critical leadership gap that threatens to undermine these gains: while 75% of employees believe visible allyship from senior leaders is crucial for a culture of inclusion and belonging, only 60% see their leaders actively demonstrating it.

The business case is clear

The LGBT Great report "*For All: The Power of Allyship and Belonging*", headline-sponsored by Citi, M&G Plc and The Diversity Project, is based on survey data from 2,207 respondents across four countries representing the regions of APAC, EMEA and North America, along with a selection of focus groups and executive ally interviews. It sheds light on employee sentiment on allyship and belonging, addressing how it shapes both the experiences and performance of talent in the workplace, drawing correlations to business outcomes.

Key findings include:

- 81% of employees agree workplace allyship contributes to greater belonging
- 70% are ready to engage in allyship actions
- 75% would increase their allyship efforts if senior leaders demonstrated the same commitment

The leadership imperative

The 15-percentage-point gap between employee expectations and leadership delivery represents a significant missed opportunity. Employees identified three critical actions senior leaders must take - listen to lived experiences (57%), role model inclusive language and behaviour (54%), and call out exclusionary behaviour at all levels (50%).

Figure one below shows workplace improvement in different areas when people feel a strong culture of allyship:

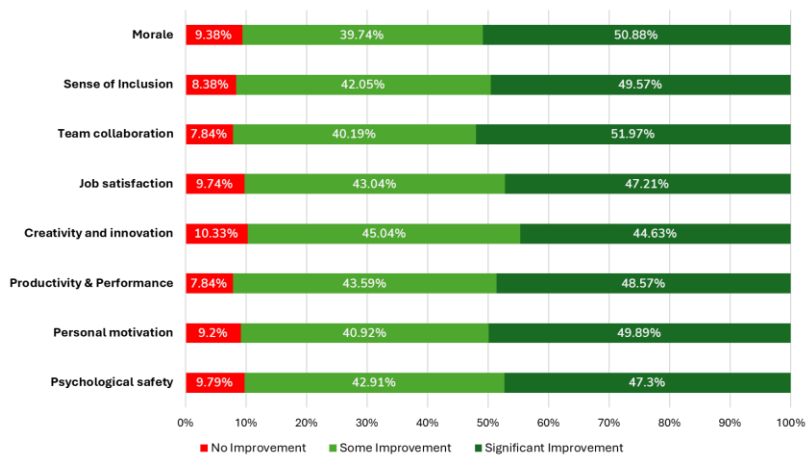
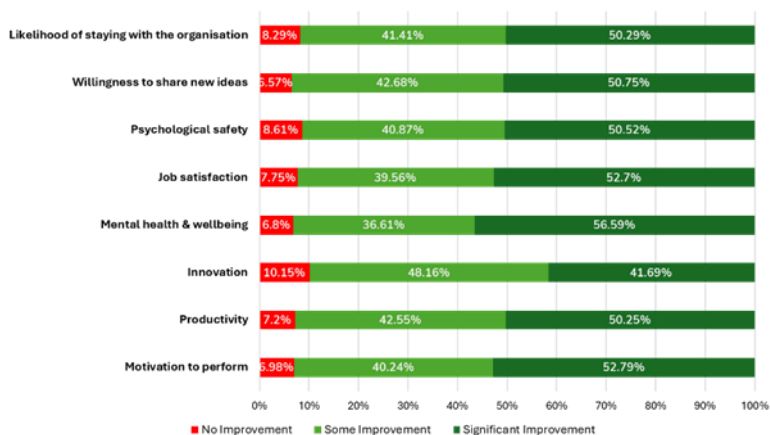


Figure two below shows improvements when people feel a strong sense of belonging at work:



Defining effective allyship

Employees in the study stated that empathy (67%), knowledge (61%), active listening (60%) and courage (59%) are the top qualities of an ally in the workplace. The most impactful action identified was "listening to lived experiences" (57%), followed by "speaking up when it's uncomfortable" (55%) - reinforcing that authentic allyship requires genuine engagement.

LGBT Great defines an ally as someone who takes action to help, support and uplift others, working continually to foster inclusion and belonging for all. Personal values, qualities and experiences inform allyship actions, shaping why and how individuals practice allyship.

Matt Cameron (he/him), Chief Executive Officer of LGBT Great said:

"Our research shows that when harnessed effectively, allyship is a strategic business multiplier - enhancing morale, engagement, and performance. When leaders invest in allyship, they unlock the collective intelligence, creativity, and potential that power thriving organisations. At LGBT Great, we believe that allyship is active. It's about using leadership influence, empathy, and intent to elevate others and cultivate cultures where everyone feels seen, heard, and valued. Because when your people prosper, everyone thrives."

The Executive Allyship Framework

In response to these findings, LGBT Great has launched an [Executive Allyship Framework](#) as a practical framework enabling leaders to translate insights into action through learning opportunities, inclusive communications, and community building initiatives.

“Allyship is not symbolic, it is a responsibility to lead with empathy, act with compassion, and drive impact that uplifts every community. This groundbreaking work delivers timely insights and practical strategies to empower talent and leaders to be more effective, intentional, and impactful in building inclusion and belonging for all.”

Mark McLane, (He/Him), Director Diversity Inclusion and Well-being M&G plc.

“Allyship is an action/behavior we’ve been advocating for some time at the Diversity Project. And yet, we still get asked by leaders what they can do to that will have the most impact on fostering an inclusive workplace. This report not only evidences the powerful connection between allyship and belonging, it also sets out a clear framework for leaders to move beyond rhetoric, using allyship as a mechanism to improve psychological safety and unlock better business outcomes.” **Natalie Gill, (She/Her), Board Director of the Diversity Project.**

LGBT Great now has just under 80 member firms since launching in 2019; the study reinforces its mission to empower 5,000 workplaces and 5 million people by 2035 to become authentically inclusive. Its membership now encompasses industries from financial services, asset management, energy, legal and banking. LGBT Great has raised inclusion standards through education, visibility and community engagement.

LGBT Great envisions a future where inclusivity is not only an aspiration but a lived reality across all industries – because when your people prosper, everyone thrives.

For more information or to download the full report and the Executive Allyship Framework, [click here](#).

About LGBT Great

LGBT Great helps workplaces become authentically inclusive, proudly working together to improve the working lives of LGBTQ+ people. Our vision is to see business lead the world in inclusion by 2035 through our data driven insights and advice, community building focus, global platform and expertise across all aspects of the talent management lifecycle. Together, our mission is to empower 5000 organisations and 5 million people by 2035. [Visit LGBT Great](#)

Notes to editors

¹ The study was based on a hybrid research methodology, we conducted a 2,207-respondent survey across Singapore (353), USA (689), UK (430) and India (735). These markets represented the regions APAC, EMEA and North America and were chosen together with the headline sponsors. Our sample breakdown was guided by the nature of our study. As a cross-sectional study designed to understand employee sentiment on allyship and belonging while being LGBTQ+ sensitive as well as intersectional, we prioritised populations that identified themselves as an ally to any identity group and/or an LGBTQ+ person. We also ran multiple focus groups and Exec Ally interviews to collate data comprehensively. Of the 2,207 respondents, 537 self-identified as LGBTQ+ (Lesbian, Gay, Bisexual, Transgender, Queer or Questioning) and 1,670 as non-LGBTQ+ and/ or an ally.

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